

# **Recycling Public Advisory Council**

**Department of Insurance, Sussex Conf. Room, 841 Silver Lake Blvd., Dover DE 19904**

## **Meeting Minutes from Wednesday, January 25, 2017**

Members present: BJ Vinton, Chairman (CSWSC)  
Dick Cecil (DE Association of Counties)  
Marianne Cinaglia (DeEASI)  
Marjorie Crofts (DNREC)  
Stan Mills (League of Local Governments)  
Coralie Pryde (League of Women Voters)  
Mike Parkowski (DSWA)  
Paul Bickhart (Recycling Industry)  
Adam Webster (Restaurant Industry)  
Wendy Turner (Mt. Pleasant Elementary)

Members absent: George Danneman (Soda Beverage Industry)  
Brian Nixon (DE Chamber of Commerce) - Resigned  
Julie Miro Wenger (Del. Food Industry Council)  
Bob Ziegler (Waste Hauling Industry)  
Charles Campbell-King (Public)

Non-members present: Bill Miller (DNREC) Ted Siegler (DSM)  
Peter Grim (Waste Management) Paul Pomeroy (ab+c Creative Intelligence)  
Jackie Howard (DNREC) Kim Jarrell (DNREC)  
Don Long (DNREC) Carol Riggs (DNREC)  
Kim Jarrell (DNREC)

### **Call to Order, Introductions**

BJ Vinton called the meeting to order at approximately 1:00pm.

### **Public Comments**

None.

### **Approval of November 16, 2016 Meeting Minutes**

The November minutes were unanimously approved.

### **Cycle 8 Media and Marketing Grant Review**

Paul Pomeroy, President of ab+c Creative Intelligence (ab+c), introduced himself to RPAC and thanked the Council and DNREC for selecting ab+c to assist with implementing the Recycling Outreach and Education Media Campaign. He outlined the top two reasons why he feels ab+c is the right choice:

- 1) Good Fit for DNREC – ab+c offers a tremendous amount of experience working with State of Delaware contracts and funds and has an innovative Behavior Change division composed of social scientists that understand and can develop messaging and tracking.
- 2) Full Execution capability – ab+c offers the in-house expertise to create and develop message content, understand audience segmentation and how to target and address different demographics and constituencies with messaging and a full suite of metrics, tracking and reporting that will allow for flexibility in changing content and target audience to ensure objectives are met.

Paul also stressed ab+c's ability to leverage state partnerships and grassroots efforts. After answering questions, he closed by again thanking everyone and said he and his company are honored to have been selected by DNREC to oversee the recycling campaign.

### **DSM Presentations**

Ted Siegler, DSM Environmental Services, gave two presentations on waste and recycling in Delaware. His first presentation focused on the State's Waste Characterization Study, measuring the types and quantities of waste landfilled in Delaware. Delaware has seen a decrease in waste going to landfills of 52% for the recycling stream and 61% for yard waste compared to 2007. His second presentation focused on the material recovery rate and indicated that Delaware is in the top tier states in recycling comparable to Rhode Island and Connecticut (which each have similar recycling programs to Delaware's).

Ted noted that there has been a huge reduction in the per capita disposal rate even in the face of population growth. Mike P. indicated that the only way Delaware will recover and recycle additional waste is by implementing an organics program capturing food waste. Ted agreed. DSWA is interested in what they can manage if they were to start an organics management facility. Ted said that a third report on organics will be coming out in September, 2017. BJ noted that DSM's reports indicate that Delaware's recycling diversion goals are attainable just given a little more time.

### **RPAC Annual Report**

There was discussion on the draft Annual Report. BJ asked the Council for their vote on allowing him to work directly with DNREC to finalize the Report if Council had no further comments. Marj entered a motion that BJ work with DNREC staff to finalize the Executive Summary and Recommendations, creating the final version of the 15<sup>th</sup> Annual Report of the RPAC. The Council asked that BJ tighten up Recommendation #4 with language about organics and the need for Delaware to consider ways to implement this statewide and consider adding hyperlinks in the Report's Executive Summary to take the reader to the Recommendations section in the body of the Report. BJ indicated that he will work with DNREC to add additional language in the Report from the DSM reports and will email his comments to Jackie and Bill.

### **Universal Recycling Regulations**

Don told the Council that the Regulations were approved and will become effective Feb. 21, 2017. Don said that the new Regulations were clarifications of Universal Recycling Law terms and provisions.

### **Recycling Market update**

Paul reported that cardboard is up as is hard mixed paper with metals up just a bit; Mike P. added that single stream is up and doing the best it has in 2 years.

### **Old/New Business**

Wendy Turner mentioned that Jackie and Don would be performing a waste assessment at her school, Mt. Pleasant ES, in Wilmington on Friday Jan 27. She also mentioned the article about recycling in the upcoming Spring Edition of Outdoor Delaware Magazine that will feature her school as well as others.

Marianne conveyed concern from civic groups in Brandywine Hundred about the distance to drive to DSWA drop off centers and Mike said that no one in the state would have to drive more than 20 miles one way to the new, staffed sites.

BJ announced the resignation of Brian Nixon and his own impending resignation after ten years of RPAC participation.

### **Additional Public Comments**

None.

**Next Meeting**

February 22, 2017, at 1pm at the DNREC Field Office, 901 Pilottown Rd, Lewes, DE 19958.

**Adjourn**

Meeting adjourned at approximately 3:15pm.